

Statewide Lodging Performance by County Third Quarter 2008

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2008	% Change	2008	% Change	2008	% Change	2008	% Change	2008	% Change
Apache	69.2%	1.2%	85.99	10.6%	59.50	12.1%	63,151	3.4%	91,264	0.0%
Cochise	58.9%	-18.0%	67.56	8.9%	39.78	-10.7%	163,748	-9.3%	278,052	10.7%
Coconino	84.3%	1.7%	96.93	5.1%	81.71	6.9%	829,866	3.4%	984,460	1.8%
Gila	59.6%	-17.0%	73.50	-3.1%	43.81	-19.6%	62,194	-12.3%	104,328	5.7%
Graham	69.4%	-12.0%	78.05	6.7%	54.16	-6.1%	27,794	1.4%	40,052	15.5%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	50.9%	-11.7%	92.62	1.8%	47.15	-10.1%	2,500,645	-7.3%	4,912,306	5.0%
Mohave	57.3%	-4.1%	68.75	-4.1%	39.39	-7.9%	222,794	-4.6%	388,884	-0.5%
Navajo	66.5%	-8.3%	74.38	8.1%	49.45	-0.9%	203,050	-5.9%	305,418	2.6%
Pima	55.2%	-8.1%	81.29	1.5%	44.89	-6.7%	786,820	-5.3%	1,424,689	3.0%
Pinal	53.4%	-6.0%	64.43	1.3%	34.38	-4.7%	75,936	-0.2%	142,324	6.2%
Santa Cruz	57.9%	-15.3%	71.20	4.1%	41.23	-12.1%	51,084	-15.3%	88,228	0.0%
Yavapai	65.5%	-3.4%	120.18	0.0%	78.72	-2.0%	278,179	-2.1%	424,672	1.4%
Yuma	51.8%	-10.0%	74.34	2.6%	38.53	-7.5%	156,139	6.8%	301,208	18.6%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year